

Brand Intelligence Suite 2.0

DEFEND YOUR BRAND!



AI-powered
automated Brand
Defender

Customer
sentiment insight

Brand reputation
management

*Evolution
Through
Innovation*

www.aznresearch.com



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Brand Intelligence Suite 2.0

Your brand is the heart and soul of your business. A positive brand reputation facilitates loyalty and boosts customer confidence in your products and services, ultimately driving sales and bottom-line growth. Any negative impact to the brand reputation can lead to PR nightmare and loss of revenue.

Defend your Brand

AZN Brand Intelligence Suite (BIS) 2.0 utilizes the latest advances in Artificial Intelligence and Machine Learning neuro networks to evaluate and monitor your brand performance across social media and all omni channels which impact your brand reputation.

BIS 2.0 allows business to react instantaneously to brand negative impact. Our solution will automatically notify your marketing and support teams about negative social media engagements which damage your brand reputation.

It will keep track of when someone posts something negative about your brand on *Twitter, Facebook, Instagram, YouTube* and other SM channels. BIS will check if the sentiment is negative with our Cognitive Services Text Analytics engine, and if it is, it will translate the post into English (if required), and then send a push notification to your iOS or Android device with the translated text and a link to the Twitter post or email designated team for immediate mediation.

"Our Brand Defender will effectively minimizes negative impact on your brand from social media channels, your corporate website and omnichannel."



BRAND REPUTATION MANAGEMENT

Brand Intelligence Suite 2.0



Our autonomous AI-powered Brand Defender monitors your social media channels for adverse, negative sentiment. It reacts with mediation by executing predetermined logic routines negating any need for human intervention. It will build on positive sentiment by disseminating it accross media channels.



We monitor



SM Channels

- Twitter
- Facebook
- Instagram
- YouTube
- Yammer
- Stack Channel



Content platform

- Blogger
- Verge
- RSS feeds
- AZN Feedback module
- Contact /Comments web forms
- Mobile apps

Today, brand defense can't be just another chore to be governed only by your employees. With the speed and volume of digital info channels a "human only" approach can no longer effectively manage this task. You need AI capabilities to effectively monitor and defend your brand.

Defend your Brand with Confidence



Some of the key SM metrics BIS 2.0 monitors:

- posts that include a specific hashtag
- posts that include a specific keyword and phrases
- keep track of the comments on your Instagram posts
- monitor negative impact via keywords
- search tweets, for posts from a specific user
- track Facebook wall messages for specific keywords
- monitor YouTube for activity about your company
- monitor Verge and designated RSS feeds for keywords and phrases

-- and much more



Your Brand Defender will :

- Automatically respond to selected keywords, phrases and hashtags with automated replies.
- Automatically respond to posts from selected users with automated replies.
- Alert designated staff members via email or mobile push notifications on posts with keywords, phrases and hashtags.
- Build on positive sentiment by automatically disseminating it to designated social media channels on detection of designated keywords, phrases and hashtags.
- Alert designated staff members via email or mobile push notifications on negative sentiment formation in SM channels.
- Send out email broadcast to designated list on detection of designated keywords, phrases and hashtags.
- Cross post new items on an RSS feed to Blogger.
- Email designated staff Instagram photos with designated keywords, phrases and hashtags.
- Alert designated staff members via email or mobile push notifications on negative sentiment formation in SM channels.
- Send an email broadcast or release a pre-approved press release on specified keyword and hashtag detection.

-- and much more

Power up your brand defense with Business intelligence and AI Cognitive service. Harvest selected hashtags and keywords and their sentiments from your social media channels and content platforms. Engage BI and AI cognitive services to monitor and analyze brand health. Utilize our predictive logic to evaluate future trends. Mitigate negative impact on your brand with AI-powered automated brand reputation defense.

For a complete list of BIS 2.0 functionality, please contact us to set up a call.

It's important to note that brand attacks can happen anywhere, at any time, and by anyone, including disgruntled customers, competing companies, and even employees.

Brand attacks may include:

- A disgruntled employee blogging about their grievances.
- A third-party posting a negative review of a product or service on SM.
- A company's executive team behaving poorly in public which results in SM blowback.
- A change in product packaging which generates negative customer feedback.
- An unethical competitor that spreads incorrect information about a company.

"Ability to effectively mediate brand negative impact is the key to your Brand reputation."

Navigate to our Twitter page @AZNresearch and tweet "Defend my brand " or " #aznBISgo " to engage our AI-powered Brand Defender BIS 2.0

LIVE TEST NOW

Our experts can help you identify possible gains derived from implementing this new exciting solution into your existing business model

REQUEST DEMO

We are proud to have worked with these amazing companies



More solutions

=

More success

Customer Intelligence Suite 3.0

CIS 3.0 utilizes the latest advances in AI and ML neuro networks to evaluate and monitor your Voice of the Customer (VoC) across social media and omnichannel. Our autonomous AI-powered solution monitors data from all customer journey touch points across your entire enterprise.

[REQUEST DEMO](#)

Advanced Analytics Suite 3.0

AAS 3.0 employs Business Intelligence models to analyze and manage your big data across your entire enterprise. It aims to elevate customers satisfaction, improve brand reputation, engage new niche markets for your products and services.

[REQUEST DEMO](#)



Let's build it
together



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